



Outreach and Provider Engagement

Maryland Patient Centered Medical Home Program
Committee meeting May 7, 2010



PCMH Timeline

- June 22, 2010 – First Regional Symposium
- June 2010 – Release of Reward Structure and Practice Performance requirements
- July 2010 – Carriers sign participation agreements
- August 2010 – Practices submit a notice of interest in the pilot
- October 2010 – Practices submit applications
- October 2010 – Selection committee identifies practices
- January 2011 – Begin consumer and employer outreach
– Launch of pilot, transformation and learning collaborative underway





Sub-group Goals & Objectives

- Goal – Provide successful outreach and provider engagement to ensure a diverse set of 50 practices in Maryland are available to join the pilot.
 - Short-term Objectives (Until October 2010) –
 - Announce pilot details and implementation timeline.
 - Ensure provider attendance at the 6 symposia in June and July.
 - Get input from stakeholders including specific practice types for possible customized communications, e.g., FQHCs, hospital-owned practices, small practices, rural practices, health care organizations.
 - Provide ongoing updates, continuing outreach and responses to questions between now and October in addition to the symposia.
 - Obtain letters of interest from 200 primary care practices throughout Maryland by September 2010 and applications by October 2010
 - Family practice, internal medicine, pediatrics, geriatrics, nurse practitioners



Sub-group Responsibilities

- Help obtain an understanding of the information and communication needs and concerns of physicians, health care organizations and various stakeholder groups regarding the pilot.
- Offer input and review of communications strategies, messages, and materials to ensure their clarity and effectiveness.
- Identify avenues and specific vehicles to reach physicians through existing organization print and electronic publications, email lists, in-person meetings, etc.
- Gather examples of how other programs have successfully engaged physicians to participate in their programs.





Determining the Messages Possible Information Needs

- What are the benefits to the practice of joining the PCMH pilot?
- Who is eligible to participate in the pilot?
- What are the expectations a practice would need to meet as part of the pilot?
- What are the anticipated costs to a practice?
- What is the process?
- What is the timeline?
- What financial and technical assistance will the State provide in the development process?
- How does a practice apply?
- Others?



Determining the Messages Possible Messages

- Move your practice to the next level/ Become a Patient Centered Medical Home
- Adopting this innovative enhanced primary care model results in:
 - Higher quality health care for patients at lower cost
 - Increased patient satisfaction
 - Increased job satisfaction for providers
 - A jump start to achieving meaningful use standards and obtaining federal funds for EHR adoption
 - Being ahead of the curve on the future of primary care
- PCMH is a next step in healthcare delivery reform.
- Here's what's involved and how to participate.
- Additional suggestions?





Lessons Learned

Other State PCMH pilot/programs

- Varied Models of outreach
 - Utilizing existing partnerships
 - eg. Hospitals → Physicians
 - Pharmaceutical Companies → Physicians
 - Providing in-Office provider seminars
 - Developing web-based provider seminars including an interactive website portal for providers – e.g., Michigan
 - Drawing on payers to engage both providers and consumers in the new model



Communication Tools

- Toolbox:
 - Symposia
 - Listserv (pcmhpractices@mhcc.state.md.us)
 - Outreach materials ie. brochures
 - Articles and announcements through interested organizations' communications
 - Outreach presentations
 - What others?





Regional Symposia Outreach Campaign

- Decide on key messages for this campaign
 - Sub-set of PCMH key messages or all
- Determine key communication tools
 - Save the date emails
 - Listservs
 - Posting on websites
- Identify key campaign partners
 - Pharmaceutical Companies and reps
 - Carriers
 - Medical Societies
 - Key Physician Opinion Leaders



Next Steps in Addition to Announcing Symposia

- Collect feedback on information needs through focus group discussions or individual interviews.
- Develop program description/fact sheet.
- Create a list of communication vehicles.
- Work on provider website.
- Schedule Next Meeting?
- Goals for the next meeting





To volunteer for the Communications and Outreach
Committee or if you have any suggestions please contact:

Carol Bloomberg
[carol@ bloomberg-associates.com](mailto:carol@bloomberg-associates.com)

Rebecca Perry
rperry@mhcc.state.md.us

